



Good Luck or Patron Ads

RHS Music Dept. are offering Good Luck Ads or Patron Ads for our Winter and Spring Programs! What is a **Good Luck "Ad"**? Like with a Business Ad, you support the Department by purchasing a quarter, half, or full page in the program, but rather than promoting a business, you are sharing how very proud you are of your son/daughter/grandchild, etc. Wish your student good luck and let the community see how much you appreciate their hard work and receive complimentary tickets! Good Luck "advertisers" have the option of providing either a complete ad or a picture plus text and requesting layout assistance if the advertiser doesn't have the ability to put the "ad" together themselves. For those who prefer to celebrate their student without adding photos, you might be interested in a **Patron Ad**. The deadline for Good Luck & Patron ads is **Thursday, November 18, 2015**. Submit your form & ad materials (preferably electronically) and payment via check (please put it in the Music Dept. safe). Email general questions to Chris Armstrong at carmstrong8721@gmail.com. Thanks for helping us help you! Your support is truly appreciated!

Good Luck Ad Size	Cost	# of Tickets per Concert		Patron Ad	Cost	# of Tickets per Concert
Full Page	\$100	4 tickets		Whole Note Club	\$100	4 tickets
Half Page	\$50	2 tickets		Half Note Club	\$50	2 tickets
Full Page	\$25	1 ticket		Quarter Note Club	\$25	1 ticket

Submission Process:

1. To begin the process, go to the following link and complete the Good Luck or Patron Ad form: https://form.jotform.com/guest_53116564817054/good-luck-ad-for-rhs-music-dept-con
2. **For a Good Luck Ad:** Email or submit your ad text and photos
3. **For a Patron Ad:** Include your text in the form.
4. Submit payment in the form of check or money order. Checks should be made out to **RHS Music Boosters**

When Creating Your "Good Luck Ad"

- **KEEP IN MIND THE SHAPE OF YOUR SPACE!**
- If you purchase a full page and provide a square ad, there will be a lot of unused white space because the ad cannot be stretched without distorting it. Likewise, if you purchase a much more square half page and provide a tall, skinny ad, it will have to be printed very small because it is limited by the shortest dimension of the purchased space. For more info, search on "aspect ratio" online.
- Color "ads" are OK. The programs handed out at the performances are printed B&W from a color original, the cast & crew receive a keepsake printed in color.
- Try not to mix too many fonts in a single ad, as that is visually distracting.
- Don't forget to include your student's name in the ad, so everyone knows who you are wishing Good Luck!